

## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
9 December 2004 (09.12.2004)

PCT

(10) International Publication Number  
**WO 2004/107688 A1**

- (51) International Patent Classification<sup>7</sup>: **H04L 12/58**, **H04Q 7/22**
- (21) International Application Number: **PCT/EP2004/050874**
- (22) International Filing Date: **20 May 2004 (20.05.2004)**
- (25) Filing Language: **English**
- (26) Publication Language: **English**
- (30) Priority Data:  
**03138197.9** **29 May 2003 (29.05.2003)** **CN**
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**
- with international search report
  - before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **METHOD AND SYSTEM FOR MULTIMEDIA MESSAGE SERVICE COMMUNICATION**

(57) Abstract: An interactive method, a user terminal and a communication system are provided for multimedia message services. The method comprises the steps of receiving a multimedia message from a server; generating a page displaying or playing the multimedia message at a user terminal, wherein one or more controllers are embedded into the displayed or played multimedia message and associations between said controllers are defined; and triggering at least one action event and performing a corresponding action in response to the operations of one or more controllers. A response message fed back to the server is automatically generated at the user terminal, and an optimized multimedia message interface is provided for the user, a local interaction and an interaction between the terminal and the back end service can be flexibly realized.